Website Update Guidelines

ETSU HEALTH MARKETING AND COMMUNICATION

1. Website Improvements

Quillen College of Medicine website improvements require constant and effective communication. Programs, departments and offices shall respond in a timely manner in order to promote a smooth and orderly process when reworking a website. Disruptions in the website improvement process will delay the expected launch date for the site.

   This process includes:
   - Complete content audits
   - Navigation overhauls
   - Complete page reformatting
   - The removal of outdated content
   - A complete consolidation within the content management platform, OU Campus
   - Appointment of department web managers to assist with ongoing site maintenance

Marketing & Communications began the formal website improvement process in 2022. It will continue through 2024. Marketing & Communications utilizes industry best practices for higher education when remodeling Quillen's websites. Following best practices is the most crucial piece to improving a website aside from editing and formatting the content. Web managers, directors and coordinators shall allow the Marketing & Communications team to follow best practices without undue pressure to perform their tasks otherwise. The team will make every effort to incorporate requested content while staying within the parameters of best practices.

2. Adding and Removing Content

Significant website change requests shall be directed to ETSU Health's Marketing & Communications team. This allows the team to follow best practices for web development, ensuring uniformity and cohesiveness to the overall Quillen site. A team member will review requests in a timely manner. If denied, a team member will reach out to discuss alternative solutions to meet the department's needs.

   Major requests:
   i)   Adding a page.
   ii) Removing a page and or sections of a page.
   iii) Removing Images and or text from a page that would greatly alter its formatting.
   iv) Additions to the navigation

v) Adding copy to a page:
- Appointed representatives within each department may write website copy; however, the Marketing & Communications team shall provide proofreading prior to publication.
- With a few consistent exceptions, website copy shall follow Associated Press style.
- Faculty, staff and student bios shall be written using third person perspective.

3. Subsites

Subsites, webpages that live off of Quillen's main site but have their own left-hand navigation to link multiple pages, clutter the overall site map for the Quillen College of Medicine. Subsites can damage search engine optimization efforts and often present repetitive information that can confuse web visitors.

i) New subsites shall not be created.
ii) The Marketing & Communications team will utilize best practices and assist departments and programs with finding a suitable location for requested content without the use of a new subsite.
iii) Requests sent to ETSU ITS will forward to ETSU Health's Marketing team.

4. What Does Not Require a Request?

There are minor changes that do not require submitting a request to the Marketing team.

i) Editing current copy on a page
ii) Changing dates on a page (i.e., application deadlines, program deadlines, extracurricular deadlines, etc.)

Only the department's appointed web managers should make these updates.

5. Meta Descriptions and Keywords

Meta Descriptions and Keywords within the pages shall not be altered. The Marketing & Communications team utilizes SEO/SEM research to pinpoint keywords and phrases that

would increase a website's ranking in search results. Contact the team with questions or concerns about a webpage's meta data or keywords.

6. Acknowledgements

A. After a website has been improved and published, Google may take up to three weeks to evaluate and re-rank the website within search results. It is common for search results to look different after a website has been recreated.
B. Send website requests directly to the Marketing & Communications team rather than to ETSU ITS. ETSU ITS will forward these requests, which may cause delays in the workflow.
C. Requests may be sent to the marketing team [here](#).
D. For more information on request procedures and expected timelines, please reference our [Marketing & Communications Procedures](#) document.